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EXHIBIT

VII

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SURVEY OF PUBLICATIONS AVAILABILITY IN NORTHERN ITALY

20 MAY TO 10 JUNE 1959

Purpose of the Survey:

The volume of published materials issuing from Northern Italy had attracted the attention of several professional library organizations in the United States. A statistical review of known publications produced in Northern Italy revealed that over 20% of all publishing in Europe appeared to be done in this region. Never before had so high a percentage of the total issuances of Europe been attributed to a single region. We were interested in knowing why this situation obtained. A further purpose was to determine whether any one book dealer could accept responsibility for selection of new materials being published in Italy. This latter purpose included also antiquarian materials.

Conclusions:

1. The intensified publishing activity in Northern Italy was attributable to two major factors in addition to the straight economics of the publishing industry. The first of these factors was the excellent linguistic talent present in the region. One informant explained that he had listings of persons capable of translating between any two major languages of the world, and that all of these people lived within a few hours train ride from Florence. Another informant connecting on the quality of translation produced by his linguistic staff said that virtually no editing before publication was required. The plan for the publication of a polylingual encyclopedia of science was generating a search for linguists with scientific backgrounds at the time I was visiting Florence. This encyclopedia was to be published for a American publishing house of the first rank.

2. The second major factor which contributed to the intensification of publishing activity in Northern Italy was the development of superior methods of paper production and a technique for reproduction by printing methods of art works that is clearly better than anything before used. A bilingual (English and Italian) encyclopedia of art is production had superb reproductions of paintings, etchings and sculpture. This 18 volume publication will sell for 340,000 lire or \$300.

3. The whole of the Italian book publishing industry can be covered by orders through one group of book dealers called "Librerie Italiane Riunite" (LIR). This group has representation in Bologna, Florence, Milan, Palermo, Rimini, Roma, Turin, Trieste, and Verona. Its "Bollettino Bibliografico" (for current materials) and its "Rottasterio Occasional LIR" (for older and used books) are available from Ufficio Informazioni Librerie, Via Tornabuoni 70r, Firenze (Florence), Italy.

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4. For antiquarian materials, I was able to identify a single dealer in each of the cities visited. In the discussion below the names and addresses of these dealers are given. However, all the dealers visited agreed as did the USIS librarians that Libreria Antiquaria Olachki, Via XX Settembre 26, Florence was the most reliable antiquariat and had best access to knowledge on particular types of materials of any in Italy (some even considered Olachki as the best in Europe).

5. My attention was called repeatedly to the fact that the library which wishes to be au courant on the Italian book publishing industry should not rely on the "Bibliografia Nazionale Italiana". The September 1958 issue had just come out in May 1959 and the Index to the 1957 issues was not yet available. "Giornale della Libreria" published by the Societa Anonima per Pubblicazioni Bibliografico-Editoriali (S.A.B.E.), Foro Bonaparte 24, Milano, appears in 20 regular and 4 special issues per year for 3500 lira subscription rate. This publication is right up to date and permits current selection. The special issues deal with a single type of publication such as encyclopedias or dictionaries. In Florence the Centro Internazionale Bibliografico publishes lists of publications classified according to the following subjects: agriculture, publicity, chemistry, law, economics and statistics, medicine, engineering, architecture, technology, business administration, and natural sciences.

Cities Visited:

1. Trieste: Because we could find no record of a previous survey of the book trade in Trieste, every dealer of significance in that city was contacted. I am indebted to Dr. Dory de Pretis, the USIS Librarian, and Mr. Sauro Pessante, Vice-Director of the Biblioteca Civica, Piazza Bortig 4, for reviewing my findings and verifying my observations. For historical materials of the Trieste area, two book shops were outstanding:

Libreria Antiquaria Umberto Saba, Via San Nicolo 30, Trieste
(for collector's items and manuscript materials)

Libreria Misani, Piazza Vecchia 4, Trieste
(for history of Istria and Dalmatia; history of marine architecture)

The LIT representative in Trieste is:

Libreria Internazionale Minerva, Via San Nicolo 16, Trieste
(covers medicine, electronics, law, chemistry, physics, architecture, dictionaries, economics, sociology, art, philosophy, education, psychology, political science, history, agriculture, geography.)

and is probably the best and most reliable outlet in Trieste. Other book stores visited include:

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Libreria L. Cappelli, Corso Italia 12
(science, social science, technology, technical dictionaries,
University of Trieste publications, publishes "Metronomics")

Libreria de Stark Bozzoni, Via Massini 4C, Trieste
(translations of non-Italian publications in paper-back editions,
school books)

Pia Societa Figlie di G. Paolo, Corso Italia 37, Trieste
(religious books only)

Libreria E. Paravel, Piazza della Borsa 15, Trieste
(popular magazines from other European countries and the US,
pocket books)

Libreria Moderna Zigliotti, Corso Italia 5, Trieste
(scientific-technical, fine arts, school books, maps, dictionaries,
law, medicine, has own publishing house for historical materials
on the Triestino region)

Libreria Universitas, Viale XX Settembre 16, Trieste
(small shop dealing in reference books for school use)

Libreria Internazionale Treves, Via Dante 14, Trieste
(general stock of non-Italian books and translations of same,
popular paper-back novels, some science)

A publication of the Biblioteca Civica worth mentioning is "Archaeografie Triestino".
This journal has been published annually since 1899 and covers the local history
and archaeology of the Trieste region.

2. Venice: In preparing for the survey, it seemed that there must be some
error in the small number of book shops listed in Venice. Actual survey showed
that this condition does indeed exist. As one dealer put it: "The Venetians are
too busy taking time from the tourists to buy and read books." It was also related
that there is a tradition among the book dealers in Venice to the effect that they
pass around the privilege of selling the one book per year to a Venetian. The
only antiquarian in Venice deals in Italian classics and publishes no catalog. He
told me that he depends on a "walk-in" trade of tourists for most of his business,
which includes paintings as well as books and manuscripts. He deals only in
materials of the Venetian area.

Libreria Antiquaria G. Cassini, Calle Larga XXII Marzo 2424, Venice

The former leader in old and rare book sales in Venice, Libreria Amadeo Organia,
Piazza San Marco 67, has gone over to dealing in paintings. Sig. Organia did
tell me that he initiated searches for customers of his father who had run the
antiquariat many years ago. The totality of book dealers in Venice other than
these and school book sales is represented by the following listing:

Libreria Pasqualino, Piazza San Marco 91, Venice
(art, science, economics, popular editions of technical
and general paper books for the tourist trade.)

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Libreria San Giorgio, Calle delle Orefiche, Venice
(popular and children's books)

Libreria alla Toilette, Rue de la Toilette, Venice
(university books; second-hand books taken on consignment)

Libreria Tipografica Mazziana, Calle Goldoni 4487, Venice
(popular books; history of Italy and the Catholic church)

3. Florence: Florence has long been the center of the Italian publishing industry and has now moved into the position of premier publishing center in Europe for high quality printing and reproduction in the fine arts. Of the two leading antiquaria in Florence, Gischi is much the better from the point of view of coverage and reliability. The addresses of the antiquariate are:

Libreria Antiquaria Gischi, Via XX Settembre 56, Florence
(covers all of Europe with agents to handle searching for special materials.)

Sansoni Antiquariato, Via Ricasoli 44, Florence
(old and rare scientific and literary books in all languages
and out-of-print editions; is branch of Sansoni publishing house)

The IRI representative in Florence handles most of the publication business outside of Italy for the organization. The store is almost a full city block long with a very substantial stock on hand and quick communication facility throughout Italy for special problems. The firm will accept desiderata lists for searching any place in Europe. The address is:

Libreria Internazionale Becker, Via Tornabuoni 70r, Florence

An American library desiring Italian coverage could depend on Becker to handle any aspect of its requirements. Other book dealers in Florence and their interests are:

Libreria Internazionale C. Caldini, Via Tornabuoni 69-71r, Florence
(importer of American and European books; Italian coverage poor,
in the arts although does have cartographic compilations and maps)

Libreria dell' Universita di Firenze, Via degli Alfani 39, Florence
(heavy medical concentration since is located in heart of the
medical center; much reduced in size and scope from former
descriptions)

Casa Editrice IX NOVEMBRE, Via San Gallo 47r, Florence
(publisher, wholesaler and importer; handles subvers. prints)

Libreria Marzocco, Via Martelli 4, Florence
(very large shop representing most of the publishing houses in
Florence; does not have good foreign connections but is trying
to improve. Principal coverage is cheap editions of popular
publications.)

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Libreria Giorni, Via Martelli 10, Florence
(art and science second-hand and out-of-print new books)

Libreria L. Cini, Via de' Cerretani 4, Florence
(books on art for serious students; very specialized)

4. Milan: A long and very satisfactory discussion with Sig. Luigi Heister of Messaggerie Italiane brought out the following interesting points in addition to some already recited in Conclusion above: there are about 2000 publications (newspapers, Italian definition of a publishing house) in Italy at present, of which about 300 are really significant; the only publication keeping up with this flow of paper is the "Giornale della Libreria" mentioned above; mechanization of bibliographic techniques is beginning to interest the larger Italian book dealers; and the book industry of Italy is tending toward consolidation. The only significant multi-book dealer in Milan is:

Il Fullito, Via Borgonuovo 3, Milan
(Sig. Enrico Vignati is a true collector in addition to being a dealer in that he almost regrets having to sell his books. His coverage is art, science and history of the Milan area.)

Other book dealers in Milan are:

Libreria Internazionale Hoepli, Via Hoepli 5, Milan
(One of the largest book dealers and publishing houses in Europe, but has not yet recovered from war damage to its receipts and activity. The foreign department under Mr. M. Kreutzweber was just in process of moving into new quarters and reconstructing the pre-war files. Kreutzweber told us that a direct hit wiped out every year of know-how for special acquisitions. His library coverage is across the board in arts and sciences.)

Libreria Arturo Vallardi, Via Stellio 22, Milan
(school and technical books, maps, cartography)

Messaggerie Italiane di Giornale, Rivisti e Libri, S.p.A., Via Roma 5, Milan
(Milan representative of L.I.M., handles the subscription business for the parent organization, children's books published)

Libreria dello Stato, Galleria Vittorio Emanuele, Milan
(government publications of Istituto Poligrafico dello Stato)

Libreria Garzanti, Galleria Vittorio Emanuele, Milan
(publisher of books and newspapers of popular vein)

Libreria Rizzoli, Galleria Vittorio Emanuele 19, Milan
(travel and popular books)

Bemporad Vallecino & Co., S.p.A., Via Cesario 10, Milan
(publisher with numerous outlets, no specialty)

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Libreria Feltrinelli, Via Manzoni, Milan
(general book store, outlet for publishing house of Feltrinelli
(Dr. Zhivago was most important recent effort))

Libreria Bocca, Galleria Vittorio Emanuele, Milan
(technical, law, scientific, second-hand books)

Libreria Baldini e Castoldi, Galleria Vittorio Emanuele, Milan
(popular editions on technical subjects, travel)

5. Turin: From information available to me before leaving the US, I had concluded that Turin would not be too rich a city for acquisitions. I found that our information was very much out of date. There were several antiquarians of which Libreria B. Bourlet appeared to be superior. The addresses follow:

Liberaria B. Bourlet, Via S. Francesco 10, Turin
(proprietor appeared very energetic, stock small but good contacts made automatic extension of capabilities. Concentrates on the Turin area.)

Liberaria Pragliaccio, Via Principe Amadeo 55, Turin
(called antiquarian but really second-hand book dealer. Catalogue sent to Library of Congress according to Director)

Antiquaria Giovanni Battista, Via San Francesco da Paola 10bis, Turin
(very limited stock, deals mostly in second-hand books)

Liberaria F.M. Donadoni, Via C. Battisti 7, Turin
(at the Academy of Arts and Sciences; heavy concentration on art in both books and reproductions)

Liberaria S. Sc. Lettere, S.p.A., Via Garibaldi 3, Turin
(best outlet in Turin for foreign books of all types)

Societa Editrice Internazionale, Via Garibaldi 20, Turin
(publisher of religious books and social studies particularly on delinquency of children. This concentration fairly new and may not continue if not profitable.)

Liberaria Cattolica Arcivescovile, Corso G. Matteotti 21, Turin
(school, religious and fiction with domestic and foreign)

Liberaria Paravia, Via Garibaldi, Turin
(school, science, art, magazine for sale and subscription)

Liberaria "Teatro Alighieri", Piazza Santa Felice 10, Turin
(geography, art, medicine, foreign books; large store)

Liberaria Luigi Druetto, Portici Via Roma 22, Turin
(largest shop in Turin, handles output of all major Italian publishers)

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6. Genoa: Genoa, as Venice, apparently does not have a large book market. I could find no real antiquarian nor was the Consulate-General able to suggest one. The holdings of the book stores were pretty much the same as those found in the other cities of Northern Italy and not worthy of special note. The shops visited with their addresses are:

Liberaria Internazionale di Stefano, Piazza Dante, Genoa
(the largest dealer in Genoa with branches all over town; experts old editions of classical works but could not really be called an antiquarian)

Liberaria da Bozzi, Via Cairoli 2/ar, Genoa
(located in heart of financial section; heavy on economics and statistics plus usual art and paper backs; large stock and well organized)

Liberaria Athens, Via F.R. Renzo, Genoa
(university book store, excellent arts)

Liberaria degli Studi, Via Balbi 40, Genoa
(university textbooks, reference books, art, medicine, science, little social science)

RECOMMENDATIONS:

Based on the present survey I recommend:

1. That for antiquarian materials on Italy, the best dealer is Leo Glacini in Florence; and
2. That for current book production in Italy, a federation of Italian book dealers known as "Liberarie Italiane Unite" be used through its Florence member - Liberaria Internazionale Seebert.